



AMERICAN HEALTH FOUNDATION

1370 Avenue of the Americas, New York, N.Y. 10019 (212) 489-8700

**Naylor Dana Institute
for Disease Prevention**
Valhalla, N.Y. 10595

Health Maintenance Center
1370 Avenue of the Americas
New York, New York 10019

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December 3, 1975

Mrs. Albert D. Lasker
870 United Nations Plaza
New York, N.Y. 10017

Dear Mary:

I appreciate your calling to my attention the article by Dr. White on "How to Improve the Public Health.

It is now obvious to nearly everyone that lifestyle is a major determinant of one's health. The key question which remains is what to do about it.

It is clear--and I think it is one of the key problems with the Rogers bill--that mere health education will not do the trick. The reasons people do not do more to take care of their health were well delineated at our Symposium on the Illusion of Immortality. We must do more than inform. We must provide incentives--which in our society are largely economic--to the hospitals, to the physicians and to the individuals themselves to induce them to practice preventive medicine, as part of our medical care delivery system, on a national level and on a personal level. How to provide meaningful incentives should be our primary consideration.

Best regards.

Sincerely yours,

Ernst L. Wynder, M.D.

ELW:JV